

YOUTUBE CHANNEL CHECKLIST

Below are some suggestions to help guide you through the process of creating a YouTube channel for your agency. There is also a companion fact sheet as well as a step-by-step tutorial available in the Resources section of the IACP Center for Social Media (www.iacpsocialmedia.org).

- Create your user name
- Enter the name of your agency
- Create a bio for your agency
- Enter your agency's Web site
- Create tags to help viewers find your agency's channel
- Customize your background
- Select an image for your channel and profile
- Upload videos
- Create playlists for different categories of videos
- Make your channel viewable
- Place a link, badge, or video from your YouTube channel on your agency's Web site

You may contact IACP Center for Social Media staff for additional assistance. See contact information below.

